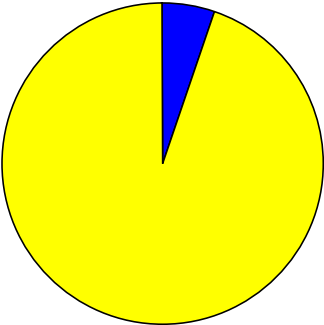


Fairfax County Economic Development Authority

16-02-Convention and Visitors Bureau

| Fund/Agency: 001/16 | | Economic Development Authority |
|---|------------------|---|
| Personnel Services | \$51,707 | <p style="text-align: center;">CAPS Percentage of Agency Total</p>  <p style="text-align: center;">94.7%</p> <p style="text-align: center;">5.3%</p> <p style="text-align: center;">■ Convention and Visitors Bureau ■ All Other Agency CAPS</p> |
| Operating Expenses | \$307,437 | |
| Recovered Costs | \$0 | |
| Capital Equipment | \$0 | |
| | | |
| Total CAPS Cost: | \$359,144 | |
| | | |
| Federal Revenue | \$0 | |
| State Revenue | \$0 | |
| User Fee Revenue | \$0 | |
| Other Revenue | \$0 | |
| | | |
| Total Revenue: | \$0 | |
| | | |
| Net CAPS Cost: | \$359,144 | |
| | | |
| Positions/SYE involved in the delivery of this CAPS | 1/1 | |

► CAPS Summary

- The Convention and Visitors Bureau (CVB) coordinates and facilitates the promotion and marketing of Fairfax County as a meeting, convention, travel and tourism destination. It provides services to group and individual business travelers, corporate and group travel operators, and association meeting planners by acting as a liaison with local suppliers of accommodations, meeting/exhibit space, restaurant/catering services, equipment, attractions, and other support services. A primary marketing focus is the association community, where staff works to support the FCEDA in its overall business attraction and retention efforts. It has been repeatedly established by research that a person who attends or holds a successful meeting in a location is substantially more likely to consider locating a business entity in that area as well. As meeting attendees are primarily business people, each attendee of a meeting in Fairfax County is treated as a potential economic development business/relocation lead.
- Funding for the Convention and Visitors Bureau is provided from the Fairfax County General Fund.

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- Participant characteristics consist of one director, one part-time assistant, and two travel industry contractors who support the FCEDA's marketing efforts through activities in conjunction with business attraction staff.
- This CAPS was included in previous exercises.

► **Method of Service Provision**

With over 47 hotels in Fairfax County (each with more than 75 rooms), many attractions and business centers, thousands of small businesses (restaurant, retail, audio-visual, etc.) and more than 2,000 locally or regionally based national and state association meeting planners (more than 6,000 outside the area), the Convention and Visitors Bureau services a wide variety of clientele interested in activities, sites, and attractions in Fairfax County through the following activities:

- Joint marketing with the FCEDA business attraction staff to associations and corporations for both meetings and office site-location decisions.
- Direct sales to meeting planners and other meeting/travel executives and telemarketing to targeted database listings, general leads, and trade show lists permit staff to "make the sale" to established prospects and potential "leads." Often such costs are shared with Fairfax County hotels and/or other suppliers of services.
- Cooperative marketing programs sponsored by local, state and regional travel promotion organizations, such as the Northern Virginia Region of Convention and Visitors Bureau (Fairfax County, Arlington, Alexandria), Virginia Division of Tourism, VA/DC/MD Coalition, Travel South, and the Virginia Association of Convention and Visitors Bureaus to conduct the business of sales, attraction and promotion in a team setting while minimizing costs.
- Research and publications designed to promote Fairfax County including Meeting Planners Guide, Travel Planner, Technical Tour Directory, Fairfax County Destination Video, Hotel Directory, the Foreign Language Fact Sheets which help present Fairfax County meeting options to corporate and meeting planners and travel professionals.
- Public relations activities, including media kit, Destination Newsletter, annual Top Events listing, Package Plan brochure, slides/photos/video for media inquiries and reservation center presentations, media advertising and press releases, and customized client packages to sell Fairfax County meeting facilities to site-selection decision makers.
- Representation to such buyer-oriented groups as American Society of Association Executives, Virginia Society of Association Executives, and the Greater Washington Society of Association Executives allow staff to present Fairfax County as an affordable meetings alternative to Washington, D.C.
- Supporting visits to Fairfax County by meeting planners, travel, media and others to familiarize site decision makers with the meeting opportunities available in Fairfax County.
- Responding to inquiries resulting from meeting/convention advertising placements about meeting opportunities in Fairfax County and requests to submit bid proposals.
- Submitting proposal requests and/or coordinated bid proposals between two or several Fairfax County hotel or other meeting sites to corporate, group, or consultative meeting planners in order to attract and service meetings and conventions in Fairfax County.

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- Trade and professional show representation to put the Fairfax County name in the minds of association and corporate meeting and travel professionals, thereby enhancing the opportunity for meetings to be scheduled in Fairfax County.
- The Convention and Visitors Bureau's hours of operation are 8:30 a.m. – 5:00 p.m., Monday through Friday.

► Performance/Workload Related Data

| Data | FY 1998 Actual | FY 1999 Actual | FY 2000 Actual | FY 2001 Actual | FY 2002 Estimate |
|------------------------|-------------------|-------------------|-------------------|-------------------|---------------------|
| Room-night leads | 46,924 | 61,150 | 57,160 | 56,519 | 61,800 |
| Meeting lead referrals | 3,604 | 3,925 | 3,913 | 6,052 | 4,151 |